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"A FAT CHANCE"

A Photoplay in 2 reels.

Directed by Scott Sidney.

Author of Photoplay Christie Film Co Inc. U S A

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NOV 25 1924

PRESS SHEET

WALTER HIERS COMEDIES

Walter Hiers

in

"A FAT CHANCE"

©CLL 20800



Directed by Scott Sidney



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

1128

YOUR PATRONS AND BOX-OFFICE WILL GET FAT ON THIS COMEDY

"A Fat Chance" with Walter Hiers is Two Reels of Clean and Clever Fun

"Laugh and grow fat" is the well-known admonition. If laughing produces fat, the gross tonnage of your audiences is going to increase perceptibly when they see Walter Hiers' second comedy, "A Fat Chance," for there's enough laughter in it to satisfy anyone.

"A Fat Chance" presents this rotund star in a comedy that fits both his shape and his character. As the fat lover, trying to lose excess poundage in record time he is as funny as he was in "Short Change."

Duane Thompson, Billy Bletcher, Felix Valle and Bill Blaisdell complete the cast and the direction is by Scott Sidney.

The Story

Walter is trying his best to reduce, being mauled around in a gym because his girl won't marry him or even let him come to her party unless he acquires a figure which looks a little less like a one-ton truck. He suffers all kinds of indignities in the gym, even having to stand up against a wall and letting a near sighted knife thrower hurl bowie knives at him, until he escapes to a restaurant where he is dragged away before he can eat a bite.

In order to get to the party he has himself strapped into a corset which his friends finally get on him by using an automobile jack and pulling the strings with a Ford outside. At the party Walter can't even bend over and he has an embarrassing time when his stays escape and he has to get rid of them. Then he falls into dire ways when his corset strings are tied to a lady's shoe strings and he upsets the lady and nearly wrecks the party.

Walter's coat bursts and his shirt bursts and he makes his escape, intending to throw it all up and eat and grow fat. While he is being chased by his trainers, his girl's fat uncle comes to town escorting corpulent Felix. If the girl will marry the fattest fellow she can find, the fat uncle will give her plenty of money. She sends out an S. O. S. for Walter while fat Felix is weighing in. Walter hires his men to chase Felix around and reduce him while he puts on added weight in the kitchen by tying flatirons under his sweater and filling his trousers with sand.

When "weighing in" time comes Felix has lost about twenty pounds, while Walter puts a severe strain on the scales. Uncle decides then and there that Walter is the man for his niece and mother's objections are removed.

He wins in a walk, gets the girl and Uncle's money.



For Electro Order No. 3353-E
For Mat (Free) Order No. 3353-M

CRITIC PRAISES "SHORT CHANGE"

"If we were an exhibitor," writes the reviewer of "Short Change," in "Exhibitors Trade Review," "we would advertise this comedy regardless of what the feature we were showing might be, for the feature of the bill would doubtless turn out to be Walter Hiers."

"A Fat Chance" is going to be the feature of your show, too, no matter what you show with it. Advertise it and exploit it by using the cuts and mats available on this subject.

WHO'S WHO

in

"A Fat Chance"

Walter.....WALTER HIERS
His Girl.....Duane Thompson
His Trainer.....Bill Blaisdell
His Pal.....Billy Bletcher
Felix.....Felix Valle

Directed by Scott Sidney

EXPLOITATION

With a star of the magnitude of Walter Hiers, exploitation will bring big results regardless of the length of the picture he appears in.

The Walter Hiers Comedy will be the feature of your show, regardless of what you play with it. With this in mind, plan your advertising and exploitation to take advantage of the great drawing power and entertainment value of this subject.

If you have a strong feature booked with this comedy, advertise your show as a double feature bill, emphasizing "A Fat Chance" as the additional attraction. Use plenty of posters and lobby display—as much on the comedy as on the longer picture.

If your feature is weak, concentrate on the comedy. You know Hiers has a huge following. Take advantage of it by making it the dominating feature of your advertising and your exploitation. Let the Walter Hiers Comedy do the heavy work at the box-office for you.

PARAGRAPHS For Your Program

Added Attraction!—Walter Hiers, fat and funny, in "A Fat Chance."

* * *

You'll enjoy every minute of Walter Hiers' latest comedy, "A Fat Chance." Don't miss it!

* * *

Special two-reel comedy attraction—Walter Hiers, famous feature star, in his rib-tickling comedy, "A Fat Chance."

* * *

Walter Hiers, popular star of big productions, featured in Walter Hiers' Comedies. See him in his latest two-reel side-splitter, "A Fat Chance."

* * *

He had to get a shape like a chorus man before he could win his girl—See how fat and funny Walter Hiers does it in "A Fat Chance," his latest two-reel comedy.

WALTER HIERS PROVES FALLACY OF OLD SAYING

"A Fat Chance," His New Comedy, Shows Cupid Is Impartial

(Newspaper review for use after showing of picture)

Whoever started that saying that nobody loves a fat man must have had an awful grouch on when he put his pen to the paper with that sentiment, for most bachelors we ever met are thin, and most of the fat men are married.

However, that's got nothing to do with the purpose of this review, which is to tell you that Walter Hiers, one of the fattest comedians on the screen, is furnishing two reels of excellent entertainment in "A Fat Chance," now playing at the Theatre.

Cupid is mixed up with calories in this two-reel comedy and the result is half an hour of clever and sparkling fun. Walter is cast as the fat lover and his sweetheart's mother objects strenuously to a son-in-law with a shape like a one-ton truck. Walter, of course, tries to reduce so that he can come under the tonnage limit as a husband, with unsuccessful but mighty funny results.

Just as he has fooled his sweetheart's mother as to his gross displacement, it becomes imperative that he put on weight—and put it on in a hurry, or he'll find himself an unsuccessful wooer, for the demand has shifted to a fat son-in-law. Strategy and a lot of action produce the desired result and another fat man is added to the list of benedicts.

WALTER HIERS SCORES BIG HIT

(Newspaper review for use after showing of picture)

Walter Hiers is scoring a distinct hit in his second two-reel Walter Hiers Comedy, "A Fat Chance," seen last night at the Theatre. It is a clean and clever half-hour of entertainment of the kind that has made this rotund star very popular with theatre-going audiences.

Walter is cast as a fat man trying desperately to reduce in order to come under the weight limit set by his hoped-to-be mother-in-law. Just when he has convinced her that he has shed his surplus weight, her taste changes and he has to put on tonnage rapidly to win daughter's hand.

He is supported by Duane Thompson as leading lady, under the direction of Scott Sidney.

CLEAN LIVES AND CLEAN MINDS NECESSARY FOR SCREEN SUCCESS



WALTER HIERS

in a scene from
"A FAT CHANCE"

For Electro Order No. 3453-E
For Mat (Free) Order No. 3453-M

NEW HIERS FILM FOR FAT PEOPLE

(Prepared as advance publicity story)

Walter Hiers recently invaded the two-reel comedy field and is producing six comedies for laughing purposes only this year. A short time ago when his first two-reeler, "Short Change," came out, critics said that Hiers had found his happy niche in the motion picture industry.

Now he has furnished another rib-tickler very appropriately called "A Fat Chance" and the story fits him like a glove because it is all about reducing. Of course, he really doesn't reduce, because if he did Walter would have lost his meal ticket in pictures. His fat is his fortune and he uses it to good advantage in the comedy, showing the funny side of fat people trying to make themselves thin.

His new comedy, "A Fat Chance," will be at the Theatre and all fat people are advised to see it.

Walter Hiers Follows Own Advice to All Young Actors

(Prepared as advance publicity story)

"If anyone should ask me what I consider the one greatest requisite of film fame, I would reply 'clean living.'" That statement comes from Walter Hiers, one of the screen's most loveable comedians despite the assertion that nobody loves a fat man.

Hiers says that scores of actors and actresses, sending out advice to beginners, have failed to state that in this day, clean living is a vital part of every effort to win screen success. "Maybe there was a time when people could advance themselves in this industry by unclean methods," Hiers declares. "If there was, it was before my time, and I have been in motion pictures for several years. But if there ever was such a time, it is gone. Nowadays it is the sweet, wholesome girl and the clean likeable man that attain the topmost rung in the ladder of success."

This popular comedy star, who will be seen in his latest picture, "A Fat

Chance," at the Theatre follows his own advice. Walter is clean living and clean-minded and through his likeable personality has won a host of friends outside of the admirers of his work on the screen.

WALTER HIERS OFFERS A DIET

(Prepared as advance publicity story)

Walter Hiers, the rotund comedian whose latest comedy, "A Fat Chance," will be seen at the Theatre, has offered the following diet for fat people:

Breakfast: Eat nothing but fruit, cooked cereals, ham and eggs, pancakes and maple syrup, toast, rolls, plenty of butter and three cups of coffee.

Luncheon: Chops, fried potatoes, muffins, pie or cake or both, corn, peas, carrots and beans.

Dinner: Hors d'oeuvres, thick soup, olives, pickles, celery stuffed with cheese, fish, roast turkey with dressing, sweet potatoes, mashed potatoes and gravy, combination salad, pie a la mode, coffee, nuts and raisins. Peanuts between meals, and sandwiches and milk before going to bed. If this diet does not make you fatter, says Walter, write him for further particulars.

TAKE ADVANTAGE OF BIG DRAWING POWER OF WALTER HIERS' NAME IN YOUR ADVERTISING

That Walter is a big drawing card is an admitted fact. His name and reputation have been familiar to the public for many years, until he has become accepted as one of the leading comedians of the screen.

This name and reputation are sufficient to make him a drawing card in feature productions. Wise producers figure that the name of Walter Hiers is strong enough to carry a big feature production. These producers are not putting their time and money into a production unless they know that the star has enough drawing power at the box-office to justify the expenditure.

You are getting the same name and the same reputation when you book one of the Walter Hiers Comedies. You are getting the same box-office drawing power in these two-reel comedies as the exhibitor does

who books the features starring this popular comedian.

Advertise these Walter Hiers comedies the same as you would any other feature presenting an equally popular star and profit in feature figures. The Walter Hiers name and Walter Hiers money-making reputation are there for you, waiting for you to capitalize on them by advertising.

Use plenty of newspaper space and give this Walter Hiers comedy a chance to make profits for you. You know it is strong enough to carry your show; advertise it as a special added attraction and you will profit doubly.

The little newspaper "Ad" cuts are prepared in electro or mat form, made especially for your use in newspaper advertising. The electros are sold at a nominal sum and the mats are free to exhibitors.



One Column by One Inch "Ad" Cut
For Electro Order No. 3454-E
For Mat (Free) Order No. 3454-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3455-E
For Mat (Free) Order No. 3455-M

For Three Column Cut on Page One Order
Electro No. 3456-E Mat (Free) No. 3456-M

ACCESSORIES

* * *

Hand Colored Slides
Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats
One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES For Newspaper "Ads"

Fat and funny Walter Hiers in "A Fat Chance"—a fast and funny Walter Hiers Comedy.

* * *

Two reels of the kind of comedy the whole family will enjoy! A riot of clean and clever fun.

* * *

Laugh and grow fat with Walter Hiers in "A Fat Chance"—a half-hour of the funniest kind of comedy.

* * *

A good laugh is better than a tonic!—Laugh and grow healthy with Walter Hiers in "A Fat Chance," his latest two-reel comedy.

* * *

Two reels of the funniest comedy you've seen in months—Popular Walter Hiers, feature star, in "A Fat Chance," a Walter Hiers Comedy.

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